

CREATIVITY IN MUSEUMS

MIND THE GAP

ICOM 2007

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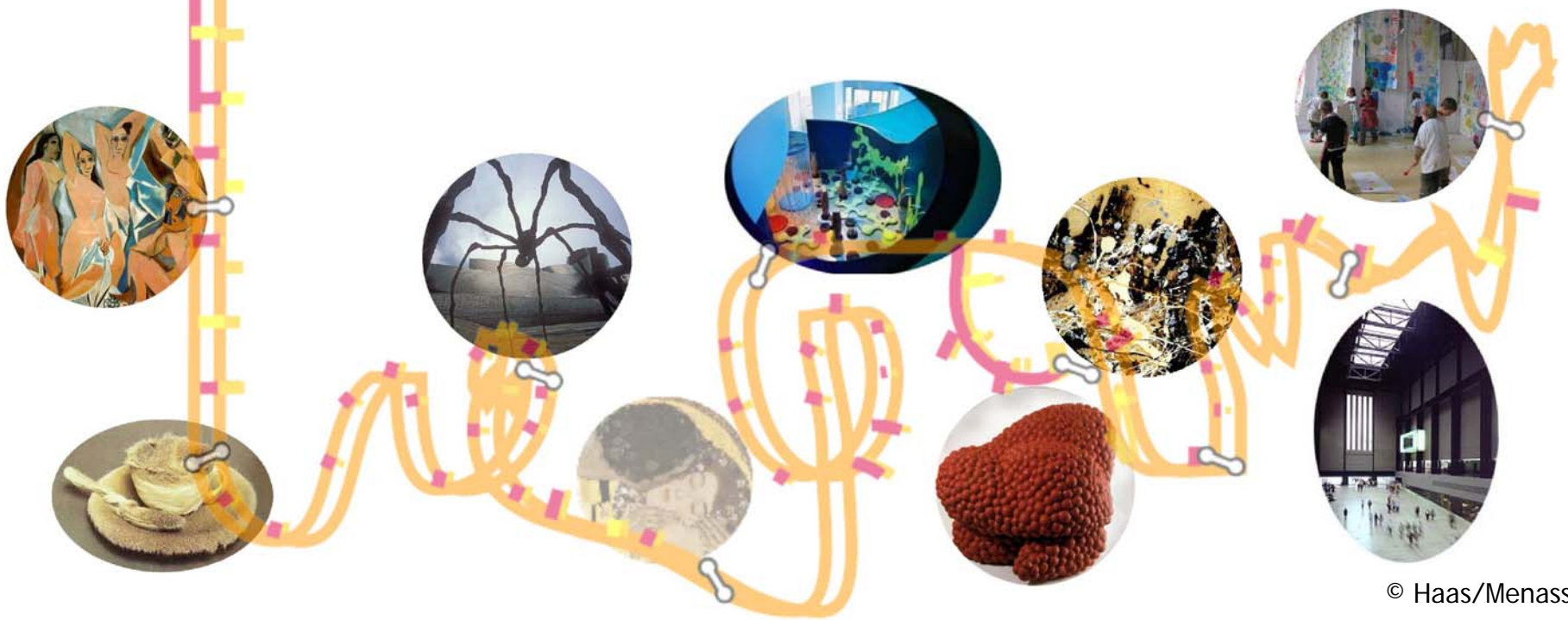




MUSEUMS AND CREATIVITY

Museums are fantastic places to experience **creativity**

brought to life by a creative team



INNOVATION

MUSEUMS AND INNOVATION

BUT creativity is not enough: Museums need innovation!

The great steps forward in the history of museum were due to **radical innovation** which included:

1. Individual creative thinking allowing new perspectives generating new concepts which change the paradigm

2. Developing and realising these new concepts until its final implementation

3. Organized by a well managed process on an institutional level

RADICAL INNOVATION

EXAMPLES OF RADICAL INNOVATION IN MUSEUMS

Specialised museums in the 19th/20th century
(Decorative Art Museum, Natural History)



Interactivity - children's museums and science centres



Visitor friendly museums



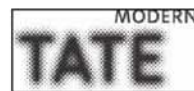
Idea museums



Museums as learning spaces



Museum brands



RADICAL INNOVATION

REASONS

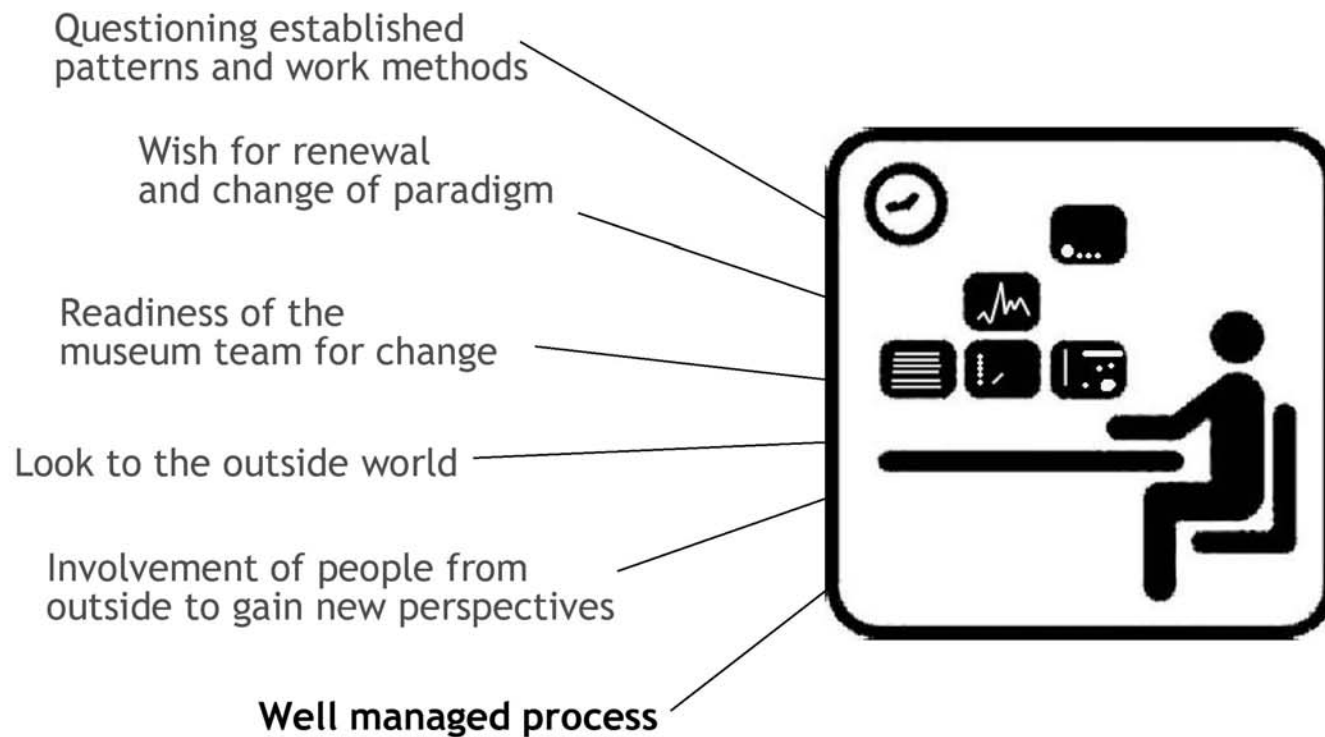
Time and need for radical innovation :



RADICAL INNOVATION

○ PREREQUISITES

What is necessary to obtain radical innovation:



RADICAL INNOVATION

○ LEARN FROM THE OUTSIDE

What can museum management do to promote radical innovation:

Learn from the **FOR PROFIT SECTOR:**

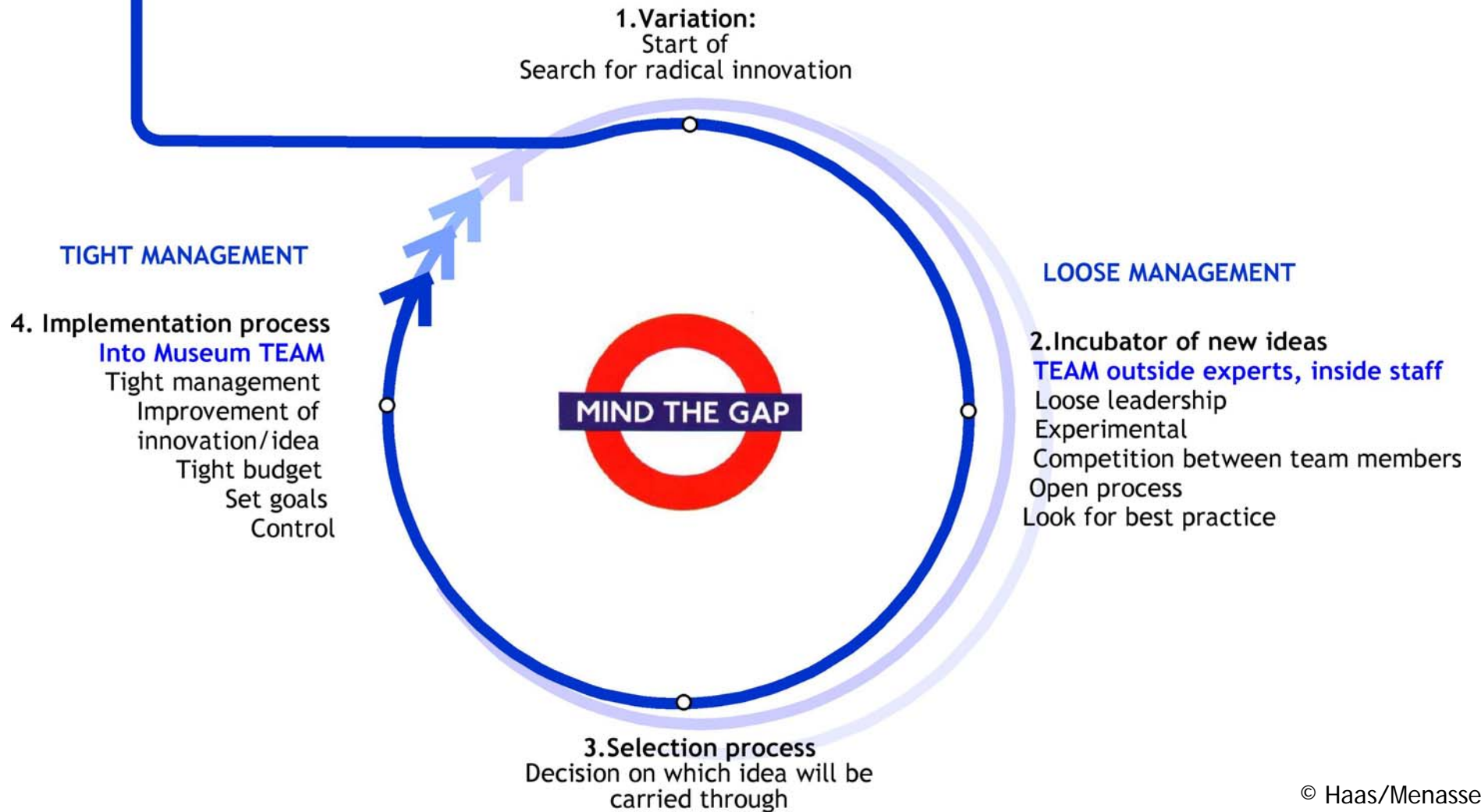
Innovation is defined as the main success factor

Theories have been developed on how to manage radical innovation processes (Tushman)



MANAGEMENT LEADING INNOVATION

CIRCLE OF RADICAL INNOVATION



MANAGEMENT LEADING INNOVATION

○ LOOSE PHASE

Duties of management in the **loose phase**:

Protection of the creative team of staff members and outside experts

Creation of an open environment - free the team from the daily work duties

Give the team self responsibility

Mistakes are allowed



MANAGEMENT LEADING INNOVATION

TIGHT PHASE

Duties of management in the tight phase:

Involve the whole staff

Bridge between creative team and museum team - create a common understanding

Set clear strategy and tightly control

Implementation

Mistakes have to be avoided

MANAGEMENT LEADING INNOVATION

RECOMMENDATIONS

Management has to:



Provide good leadership



Activate and allow creativity within the staff



Protect the creative team during incubator period



Keep good nerves and not lose confidence in the team



BRIDGE THE GAP BETWEEN CREATIVE TEAM AND OTHER MUSEUM STAFF AND BETWEEN OUTSIDE EXPERTS AND STAFF



THANK YOU

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